

Colorful floors...

...for homes!

for business!

KENTILE®

*The Asphalt Tile
of Enduring Beauty*



It costs so little to add
this lasting beauty to every room!

No other floor gives you this famous GUARANTEE!



**KENTILE®
GUARANTEE**

Kentile, Inc., will furnish new tile without charge for any Kentile that wears out... and on which colors wear off... during your own occupancy of your home wherein Kentile was installed by you or by an authorized Kentile Dealer. This Guarantee does not apply to damage caused by improper handling or failure to follow Kentile, Inc.'s instructions for installation or maintenance. Kentile, Inc.'s liability hereunder shall be no greater than as herein expressed. This Guarantee must be presented if claim is made for new tile.

Issued by.....

Issued to.....

Address.....

Date.....

See reverse side for maintenance instructions. Installation instructions available without charge from Dealer or Kentile, Inc.

Copyright 1952, Kentile, Inc., 58 Second Ave., Brooklyn, N. Y.

Yes, Kentile is *guaranteed as long as you live in your home!*

Here is the guarantee that backs every tile in your beautiful Kentile Floor... whether you install it yourself or your dealer does it. The makers of Kentile offer this guarantee because they know through intensive, continuing tests that Kentile is the toughest, most durable asphalt tile ever made. Another reason for choosing beautiful Kentile floors for every room in your home.

◀ **KENTILE** makes two rooms from one! Living-dining room design using *Dog Tooth* (C-268) and *Lamartine* (D-263) with *Aspen Green Feature Strip* (C-136) and *Ivy ThemeTile* (T18a).

No other floor gives you this living-room loveliness

with rumpus-room ruggedness!



Yes, Kentile gives you added beauty and long wear at low cost... for formal distinguished living rooms or gay, fun-loving playrooms. You can choose your colors and create your own designs to suit the mood and character of every room in your home.

Kentile's easy-to-clean beauty will keep your home lovely through the years. Look through the pages of this catalogue now... choose from the many colors shown on Pages 8 and 9 and plan your own exciting floor designs with the addition of gay exclusive ThemeTile and KenSerts from Pages 10, 11 and 12.

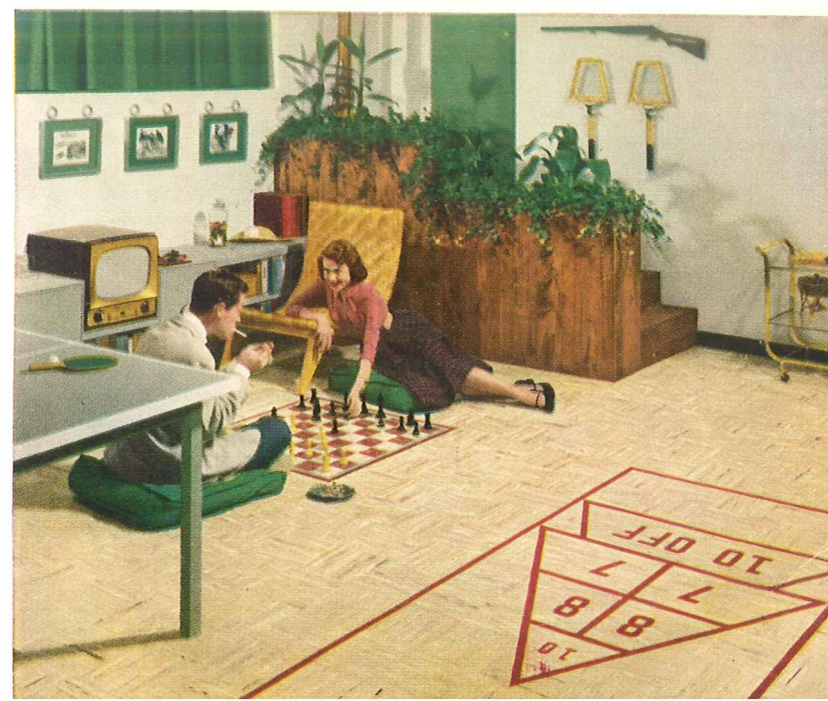
◀ Alternating squares of *Greek Skyros* (C-221) and *Dog Tooth* (C-268) divide this dining-living room. ▶

Rich decorator colors can't wear off...

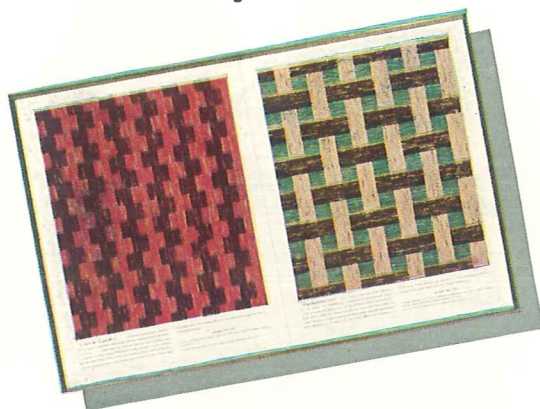
You can't expect long wear from floors which have just a surface coloring that comes off with use. Each Kentile is pure, tough fire-resistant material completely mixed with rich color from front to back. That's why, over the years, Kentile laughs at scuffing and scraping... doesn't show stains or scratches... takes the hardest usage right in its stride. Beautiful Kentile colors go all the way through each tile. Unsightly "traffic lanes or worn spots" cannot dull the beauty of your Kentile Floor.



Ready-made Kentile *Shuffleboard* and *Checker Board* give this playroom floor added usefulness, laid in smart *Greek Skyros* (C-221) ▶

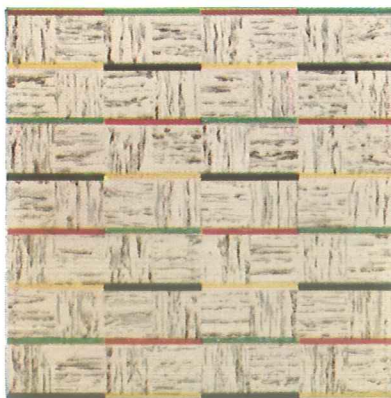
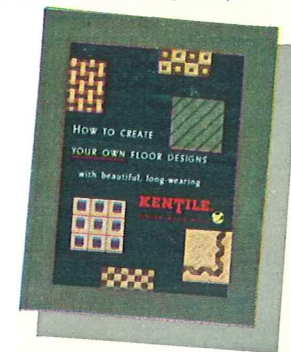


Create your own floor designs with **KENTILE**'s unlimited color combinations



ASK TO SEE THIS HANDSOME DESIGN BOOK!

Here is any floor design you want—for any room . . . designs to complement your period furnishings or carry out modern decorating themes. Here are gay frilly designs for feminine bedrooms . . . handsome masculine designs for studios and dens. Be sure to see this wonderful book at your dealers now. It is full of exciting new ideas. You'll be amazed at the hundreds . . . even thousands of different ways you can fit these colorful tiles together in interesting, unusual designs. *All tiles shown in the designs below are 9" x 9".*



DESIGN NO. 143—Colors shown: 92% Travertine (D-247); Feature Strip: (A-102), (D-144), (D-142), (C-136), 2% each.



DESIGN NO. 123—Colors shown: 25% Gardenia (D-234), 50% Genoa Green (C-244), 25% Verde Antique (B-209).



DESIGN NO. 111—Colors shown: 90% Napoleon Gray (C-222), 10% Black Feature Strip (A-102).



DESIGN NO. 133—Colors shown: 38% Heather Mixture (B-255), 38% Greek Skyros (C-221), 24% Genoa Green (C-244).



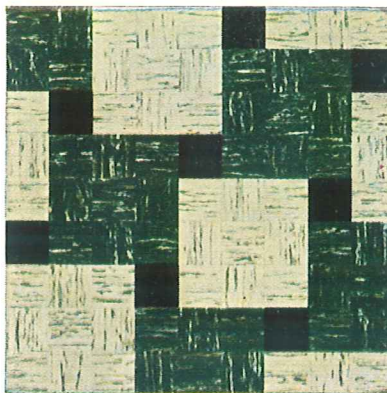
DESIGN NO. 131—Colors shown: 89% Greek Skyros (C-221), 11% Veined Carnelian (C-206).



DESIGN NO. 145—Colors shown: 45% Fleecy Cerulean (D-225), 45% Sicilian (D-270), 6% Black (A-102) and 4% White Feature Strip (D-132).



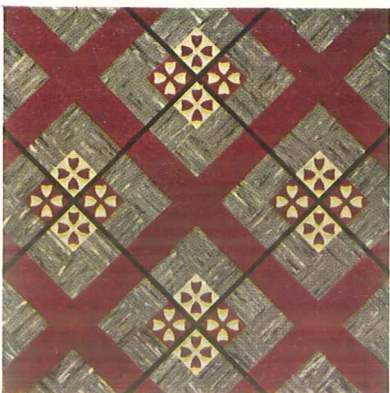
DESIGN NO. 110—Colors shown: 50% Grammont (C-260), 50% Sarrancolin (B-254).



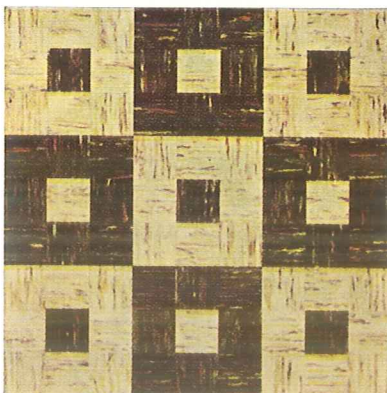
DESIGN NO. 142—Colors shown: 45% Gardenia (D-234), 45% Cippolino (C-214), 10% Black (A-102).



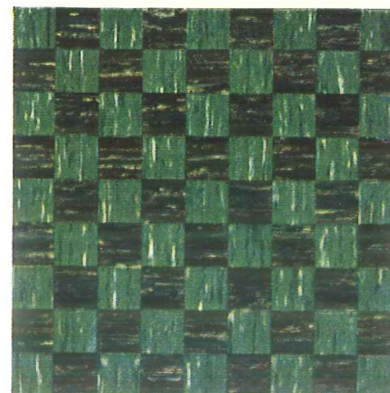
DESIGN NO. 106—Colors shown: 70% Veined Carnelian (C-206), 30% Larmartine (D-263).



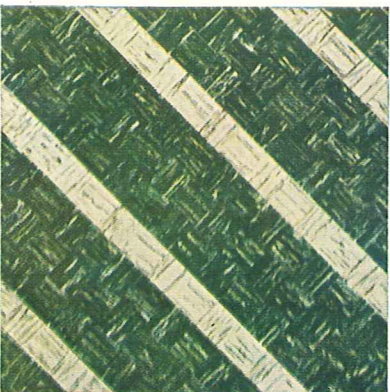
DESIGN NO. 144—Colors shown: 45% Napoleon Gray (C-222), 35% Toledo Red (C-109), 15% Petal ThemeTile (T13a), 5% Feature Strip (A-102).



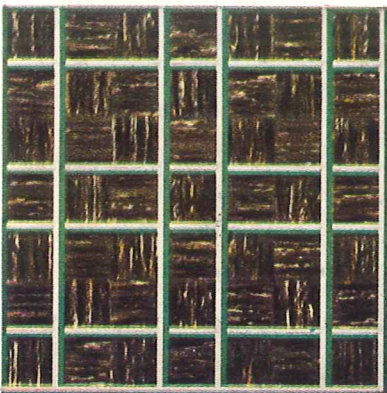
DESIGN NO. 113—Colors shown: 50% Dog Tooth (C-268), 50% Istrian (D-253).



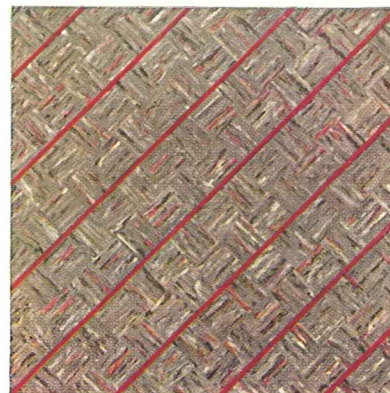
DESIGN NO. 120—Colors shown: 50% Verde Antique (B-209), 50% Genoa Green (C-244).



DESIGN NO. 108—Colors shown: 75% Cippolino (C-214), 25% Gardenia (D-234).



DESIGN NO. 109—Colors shown: 76% Heather Mixture (B-255), 12% White Feature Strip (D-132), 12% Aspen Green Feature Strip (C-136).



DESIGN NO. 121—Colors shown: 95% Luma Chelle (C-269), 5% Cardinal Red Feature Strip (D-142).



KENTILE for Dining Rooms . . . See how this lovely kitchen floor design in *Napoleon Gray* (C-222) with *Bird ThemeTile* (T5) and *Toledo Red* (C-109) border complements the dining room floor of *Grand Antique* (B-204).

KENTILE for Kitchens . . . A cleaner, brighter, lovelier kitchen can be yours with Kentile! Below you see Kentile's popular *Veined Carnelian* (C-206) highlighted with *Yellow Feature Strip* (D-144a) and *Maple Leaf ThemeTile* (T24).

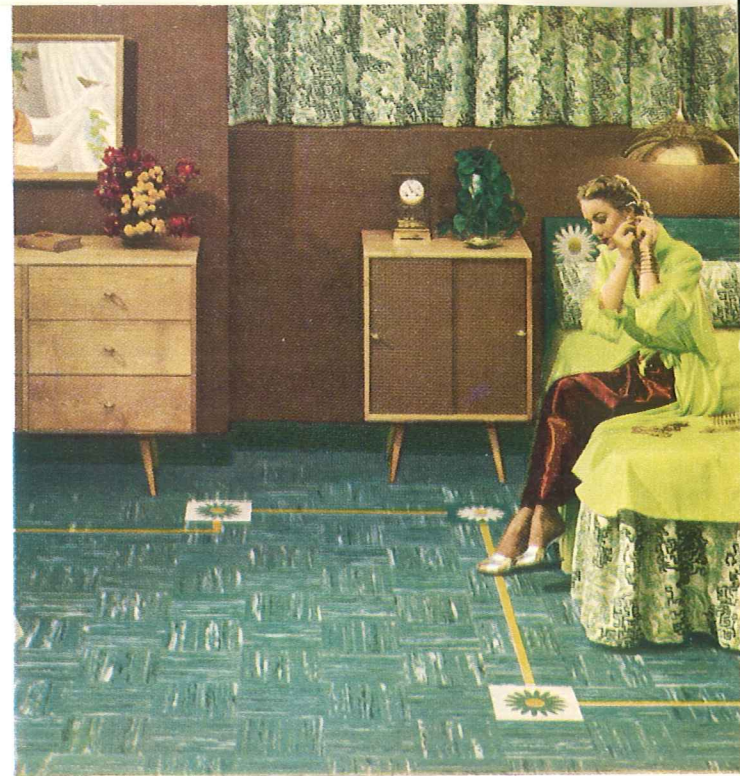


Your **KENTILE** House is easier to clean... stays clean longer!

Think of the time you'll save with wonderful Kentile floors that whisk sparkling clean with mild soap and water . . . that stay shining bright with just once-in-a-while no-rub waxing. Kentile can cut your house work time in half! Dirt just can't penetrate Kentile's smooth, non-porous surface. Spilled beverages, children's muddy foot prints wipe up in a jiffy. It's no wonder women want Kentile floors all through the house!

Ideal for Today's New Basement-less Homes

Kentile helps cut building costs in basement-less homes . . . is perfect for installation on concrete in direct contact with the earth. All fillers, binders and pigments used in Kentile have high resistance to alkali in concrete. In addition, Kentile's asbestos filler helps insulate against cold and dampness. Kentile is widely used with radiant heating slabs, too. It can also be installed over double T & G wood floors, or over firm plywood.



KENTILE for Bedrooms . . . Now! Dustfree floors that gleam in your favorite colors! Illustrated is Kentile's *Genoa Green* (C-244) with *Yellow Feature Strip* (D-144a) and *Daisy ThemeTile* (T17).

KENTILE for Living Rooms . . . Spacious dignity comes with this large square design in Kentile's *Languedoc* (C-257) with *Griotte* (B-246).





KENTILE's 3 easy-to-use products help keep your floors in perfect condition. *Kenwax* is a wear-resistant, water-resistant floor wax easy to apply, gives a lustrous polish without rubbing. *Ken-Cleaner*, emulsifies dirt, wax and grease . . . floats them off . . . saves scrubbing. *Kengriip* wax, without rubbing, gives a hard, shining polish that's slip-resistant.

◀ **KENTILE** Kitchens are cheerful . . . see how beautifully the colors blend with this pine-panelled kitchen at the left. *Genoa Green* (C-244) with *Toledo Red* (C-109) border and *Kettle ThemeTile* (T6a), *Yellow Feature Strip* (D-144a).

KENTILE adds charm to any room . . . especially in game rooms where floors are designed for fun. *Sailfish KenSert* (S54) highlights the center of this room and *Single Note ThemeTile* (T14a) are also used. Colors shown are: *Lamartine* (D-263) and *Veined Carnelian* (C-206). ▶



Beautiful **KENTILE** makes exciting new treatment for walls, too!

What a handsome way to finish off a room . . . with Kentile on the walls! From Kentile's 25 decorator colors you can select shades to harmonize with your decorative scheme. These lovely tiles can be easily and quickly installed on any smooth firm wall . . . they wipe clean with a damp cloth . . . stay gleaming bright for life. Notice the illustration on the cover of this book as well as the one to the left. Kentile walls will look especially smart when joined to your Kentile floor with the trim tailored line of colorful KenBase.

KENTILE for Bathroom Floors and Walls . . . Choose your favorite Kentile colors and create your own wall designs as well as floor designs. Shown here is *Sicilian* (D-270) on walls and *Fleecy Cerulean* (D-225) on floor with *Weathercock ThemeTile* (T9) and *Black* (A-102) and *White* (D-132) *Feature Strip*.

KENTILE gives you 25 beautiful colors to choose from . . .

MIX, MATCH AND CREATE your own designs with wonderful Kentile! Here are all the distinctive tile colors Kentile offers you to make your home a place of beauty. Notice their names...they are the names of exquisite marbles used to beautify fine homes and palaces through the ages. Kentile's rich colorations are blended right through each long-wearing 9" x 9" tile. You'll never have a more

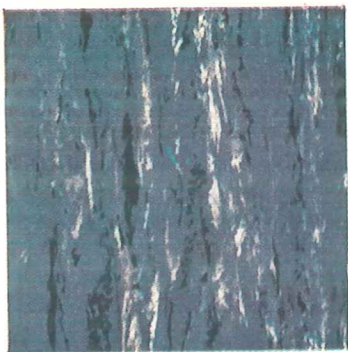
satisfactory floor than Kentile. Combine your favorite colors in any of the floor designs illustrated in this booklet, or create your own interesting variations. Kentile's smooth, easy-to-keep-clean surface stays lovely through long years of use. Kentile goes down smoothly...the precision-cut edges of each tile join perfectly, offer a luxurious, unbroken surface of colorful beauty.

STANDARD SIZE—9" x 9" in all colors.
THICKNESS—1/8" and 3/16"

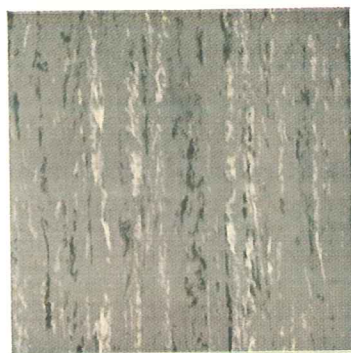
BORDER SIZE—18" x 24".
in Black (A-102) Quarry Red (A-106)
Grand Antique (B-204) Griotte (B-246)
Sarrancolin (B-254)

FEATURE STRIP—1" x 24".
(See Page 11 for colors)

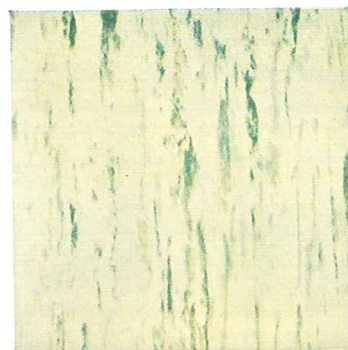
EDGING—1" x 18" with one
edge tapered, Black (A-102),
Quarry Red (A-106)



FLEECY CERULEAN (D-225)



NAPOLEON GRAY (C-222)



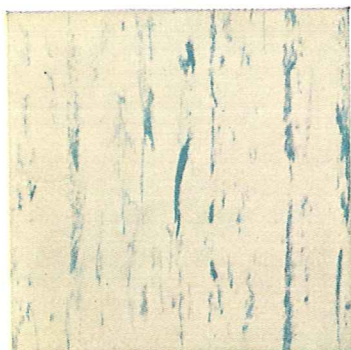
GARDENIA (D-234)



TRAVERTINE (D-247)



GREEK SKYROS (C-221)



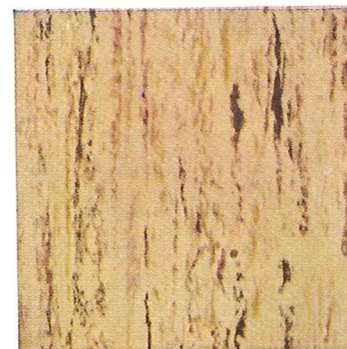
SICILIAN (D-270)



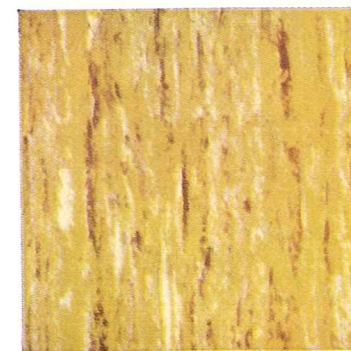
LUMA CHELLE (C-269)



GRAMMONT (C-260)



ISTRIAN (D-253)



LAMARTINE (D-263)



HEATHER MIXTURE (B-255)



SARRANCOLIN (B-254)



BRECCIA (B-245)



DOG TOOTH (C-268)



VEINED CARNELIAN (C-206)



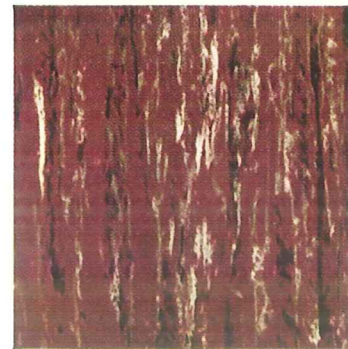
GRAND ANTIQUE (B-204)



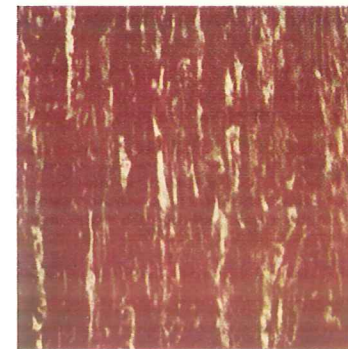
VERDE ANTIQUE (B-209)



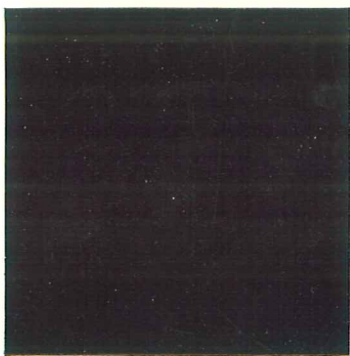
GRIOTTE (B-246)



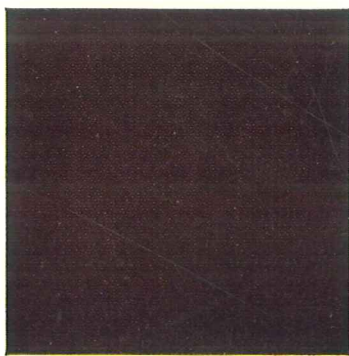
LANGUEDOC (C-257)



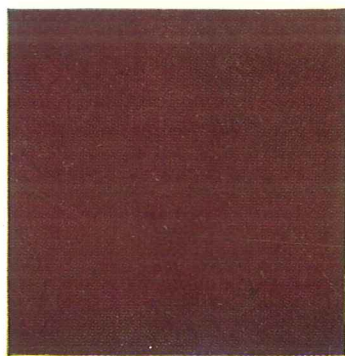
ROUGE ACAJOU (D-262)



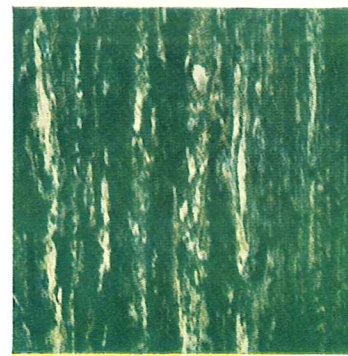
BLACK (A-102)



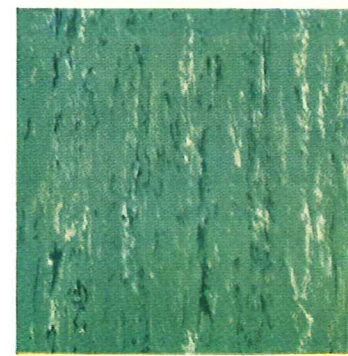
QUARRY RED (A-106)



TOLEDO RED (C-109)



CIPPOLINO (C-214)



GENOA GREEN (C-244)

KENTILE has everything you need to
give your floors that custom-designed look!

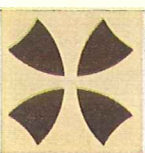
ThemeTile ^{9" x 9"}
Thickness 1/8" and 3/16"

*ThemeTile** add individuality and bright spots of color to your Kentile floor. *ThemeTile* are factory-made in standard 9" x 9" Kentile sizes with precision die-cut designs pre-assembled in them. They are installed as easily as Kentile and the cost of this extra decorating touch is low because inexpensive *ThemeTile* involve no extra installation labor.

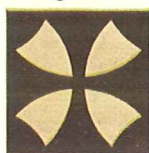
*Reg. U. S. Patent Office



T13a (Petals) White, Toledo Red



T13b (Petals) Cream, Quarry Red



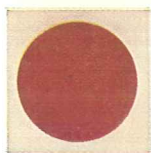
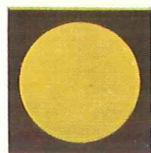
T117 (Daisy with yellow center)
Aspen Green, White



T16a (Kettle) Toledo Red, Yellow



T12e (Dot) Quarry Red, Yellow



T12a (Dot) White, Toledo Red



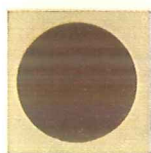
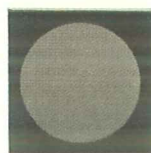
T19 (Weathercock) Black, White



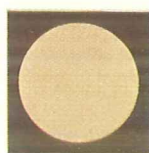
T21 (Sailboat) Aspen Green, Yellow



T12f (Dot) Black, Dove Gray



T12b (Dot) Cream, Quarry Red



T11a (Star) Quarry Red, Yellow



T23 (Scottie) Black, Dove Gray



T15 (Bird) Toledo Red, White



T22 (Champagne Glass) Yellow,
Quarry Red



T14a (Single Note) White, Toledo Red
T14b (Single Note) Cream, Quarry Red



T15a (Double Note) Toledo Red, White
T15b (Double Note) Quarry Red, Cream



T18 (Pitcher) Black, White



T18a (Ivy) Oak Green, White



T24 (Maple Leaf) Yellow, Toledo Red



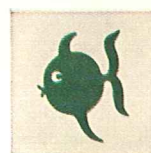
T1a (Duckling) Oak Green, White



T20b (Bronco) Yellow, Oak Green
T20a (Bronco) Cardinal Red, White



T10a (Spoon & Fork)
Cardinal Red, White



T4a (Fish) Oak Green, White



T19a (Caduceus) Yellow, Black



SHUFFLEBOARDS

Ready to set into a Kentile floor. 3 color combinations are available: *White* lines and characters on *Toledo Red*, *Cardinal Red* on *Greek Skyros*, or *White* on *Black*.
Size 43" x 54"

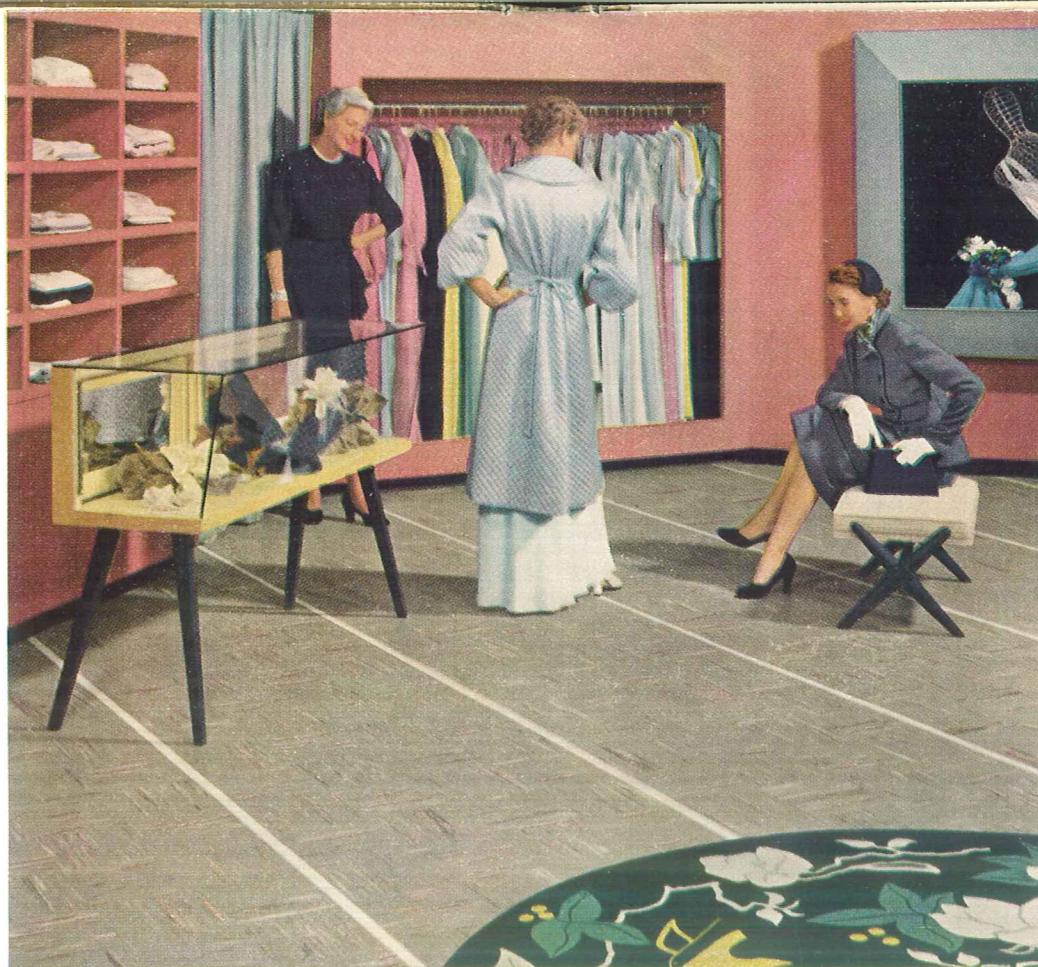


COMPLETE ALPHABETS AND NUMERALS

Letters and numbers are 6" high, set in 9" Kentile of varying widths so words automatically space right. Decorative in playrooms, useful in public places, ideal as permanent, conspicuous signs.

Letters and numerals available in these colors:

- T16a—White on Toledo Red
- T16b—Cream on Quarry Red
- T16c—Toledo Red on Black
- T16d—Toledo Red on White
- T16e—Quarry Red on Cream
- T16f—Black on Toledo Red

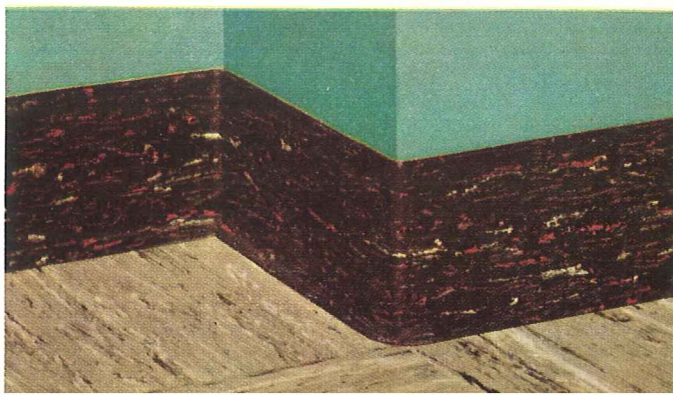
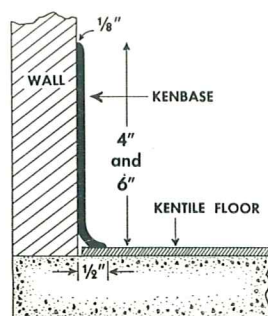


Handsome KenBase® ... the finishing touch for every KENTILE floor

KenBase completely seals the joint where wall meets floor and greatly enhances the appearance of any installation. Leaves no dirt-catching crevices. Its sanitary advantages are especially important in schools, hospitals and kitchens. In addition KenBase is as durable and scuff-re-

sistant as Kentile, is not damaged or discolored when mops bump against it.

SPECIFICATIONS: Available in two heights: 4" and 6", 1/8" thick (with 1/2" at the bottom) ... 24" lengths. Colors: *Black, Quarry Red, Green, Tan, Grand Antique, Sarrancolin.*



WHITE (D-132)



BLACK (A-102)



CARDINAL RED (D-142)



YELLOW (D-144a)



ASPEN GREEN (C-136)

◀ This Lingerie Shop floor combines *White Feature Strip* (D-132) with Kentile's delicately colored *Luma Chelle* (C-269) in an effective design that carries out a feminine color scheme. Note use of the large custom-made insert in center of the floor.



BLACK



QUARRY RED



GREEN



TAN



GRAND ANTIQUE

Feature Strip

Standard Size: 1" x 24".

Thickness: 1/8" and 3/16"

Add variety and contrast to your floor designs with these wonderful strips of pure color Kentile. Use as room dividers ... to mark out traffic lanes ... to point up special-design features in your floor. This inch-wide Feature Strip goes down easily, quickly, fitting into your floor design.

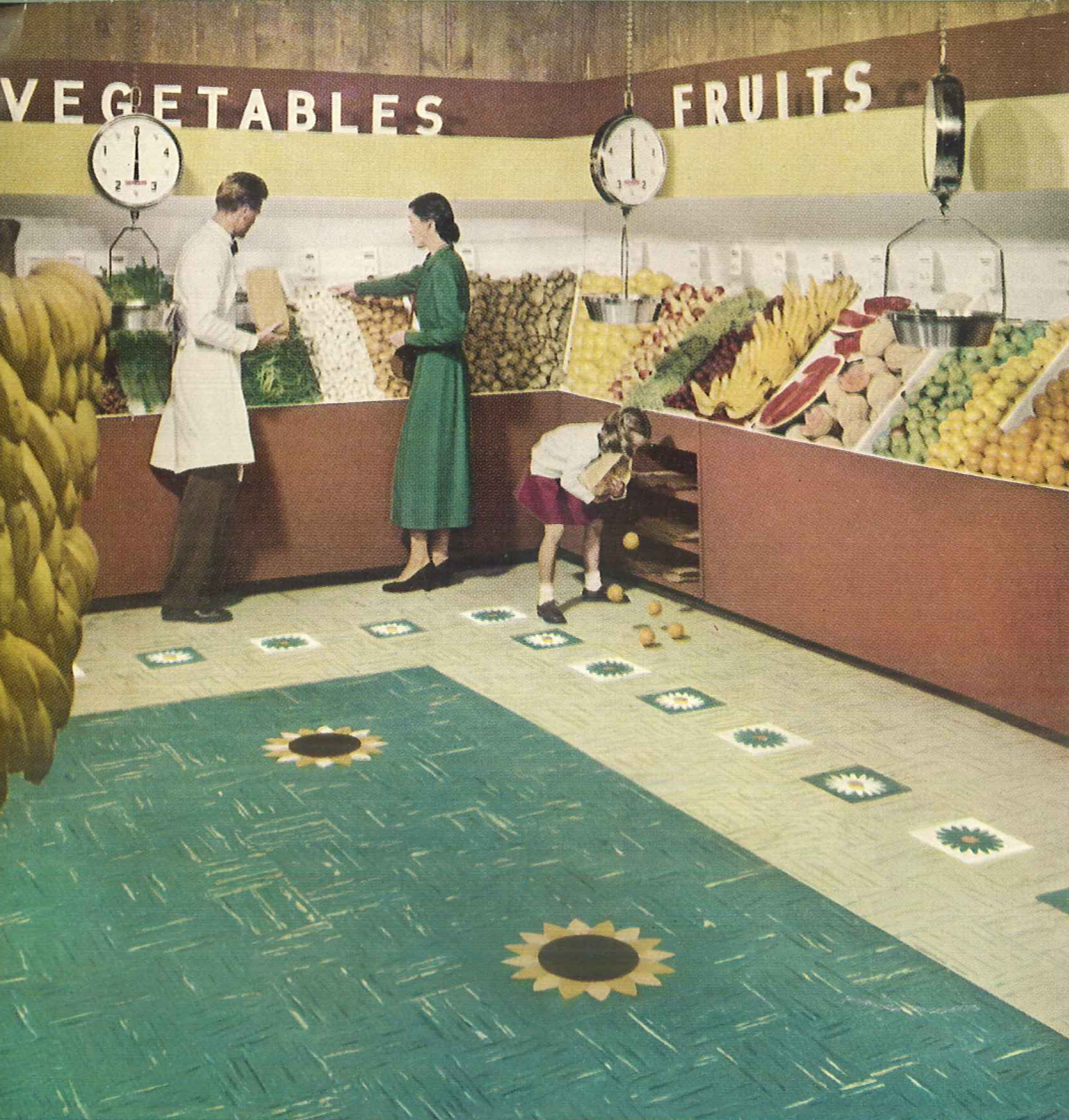


Custom-Built Inserts

Practically any design can be cut from Kentile at moderate cost. Lodge emblems, school or club insignia, your personal monogram for your entrance hall or special Inserts for store floors or showrooms give your floor individuality. Consult your Kentile dealer.



SARRANCOLIN

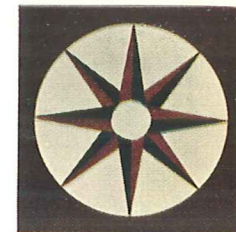


BUSINESS AS USUAL WHILE FLOOR IS INSTALLED



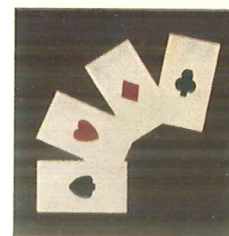
Kentile goes down easily and quickly; can be walked on as soon as it is laid. Kentile is easily fitted to irregular shaped areas or around counters. Colors shown at left: *Napoleon Gray* (C-222) and *Genoa Green* (C-244). In fruit store above: *Genoa Green* (C-244), *Gardenia* (D-234), *Sun Flower KenSerts* (S52), *Daisy ThemeTile* (T12).

KENTILE KenSerts® offer special floor effects...



550 (Compass)
Quarry Red background

18" x 18" KenSerts dramatize Kentile floors with special designs. They can be easily, inexpensively installed as a permanent part of a Kentile floor. There are pictorial subjects perfect for kitchens, children's rooms, music rooms and halls in your home. Others are ideal for use in hotels, restaurants, social clubs, and stores. Get this extra custom designed effect with all the famous, lasting quality and easy cleanability you can expect in every Kentile Floor.



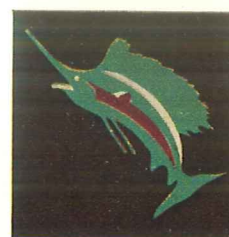
551 (4 Aces)
Quarry Red background*



552 (Sun Flower)
Aspen Green background



553 (Top Hat)
Dove Gray background



554 (Sail Fish)
Quarry Red background*



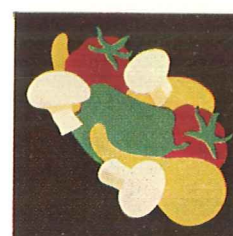
555 (Chef)
Quarry Red background*



556 (Clown)
Black background



557 (G-Clef)
Toledo Red background*



558 (Vegetables)
Quarry Red background*



559 (Mortar)
Quarry Red background

*550, 551, 554, 555, 557, 558 also available with following backgrounds: Black, Grand Antique, Griotte.

KENTILE's low cost color magic gives stores year-round beauty ... with easy maintenance

Retailers everywhere know that clean, colorful floors attract more customers. That's why you see Kentile Floors in so many stores, shops and offices. Kentile costs less, lasts longer, cleans easier and gives you an unlimited choice of smart designs. The rich colors can't wear off . . . they go all the way through each tough tile. The smooth, safe-tread surface resists dirt and stains . . . cuts maintenance costs! Choose from 25 handsome colors . . . direct customer traffic with Feature Strips and decorative Inserts.

KENTILE offers real economy too. That's why it is the choice for areas requiring thousands of square feet of floor covering. You'll find it in New York's Rockefeller Center, Washington's Pentagon Building, in the chain stores of cost-conscious buyers like Safeway, Kroger, Grand Union and A & P.



STORES ADD SALES APPEAL WITH KENTILE . . .

In the sports department shown here *Fish ThemeTile* (T4a) and *White Feature Strip* (D-132) are used on a background of *Fleecy Cerulean* (D-225).

OFFICES ADD DISTINCTION AND CHEERFUL COLOR with

easy-to-keep-clean Kentile. Illustrated at right: *Napoleon Gray* (C-222) in the corridor, *Rouge Acajou* (D-262) for major part of floor and *Grand Antique* (B-204) with *Feature Strip, Yellow* (D-144a) and *Black* (A-102).



STORES DIRECT TRAFFIC with special effects such as the *Alphabet ThemeTile* (T-16c) used in the built-in arrow shown above. *Bronco ThemeTile* (T20b) are also used with *Black Feature Strip* (A-102) on a floor of *Napoleon Gray* (C-222).

KENTILE is right
for every installation!

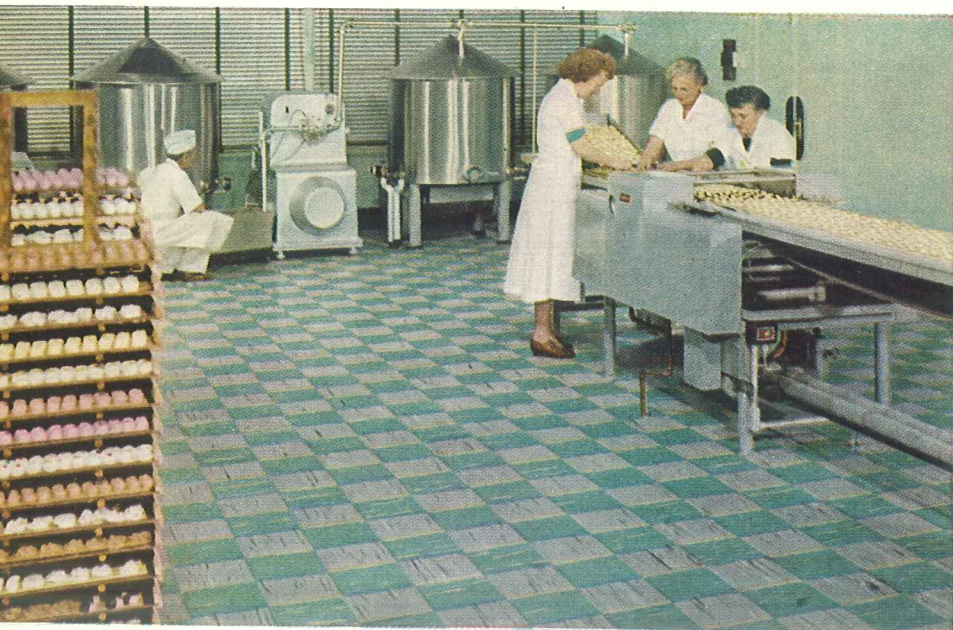


DRUGSTORES CHOOSE KENTILE to attract sales, point up department features. They prefer Kentile's non-skid safety too. In the Drugstore above, *Mortar and Pestle KenSert* (\$59) and *Caduceus ThemeTile* (T19a) are used with *Grammont* (C-260) and *Grand Antique* (B-204).



HARDWARE STORES CHOOSE COLORFUL KENTILE for quick, low cost modernization. Kentile resists wear, keeps its beauty longer and cleans easier. Plaid design shown above is created from 3 Kentile colors: *Lamartine* (D-263), *Veined Carnelian* (C-206), *Breccia* (B-245) and *White Feature Strip* (D-132).

◀ **SCHOOLS CHOOSE KENTILE** for gay colors, easy cleanability and special effects. *Alphabet* (T16b) and *Fish ThemeTile* (T4a) shown on floor of *Gardenia* (D-234).



SPECIAL KENTILE is Grease-proof!

Clean, bright **Special Kentile** helps create ideal working conditions in this busy Candy Kitchen. *De Luxe Colors* (G-329) and (G-330) are used here.



Ideal for floors continually exposed to oils and grease...

For industrial plants, laboratories, tool shops, commercial kitchens, automobile showrooms and service stations, Special Kentile resists petroleum oils, greases, cooking fats and oils, alcohol, alkalies, and most acid solutions.

TOUGH

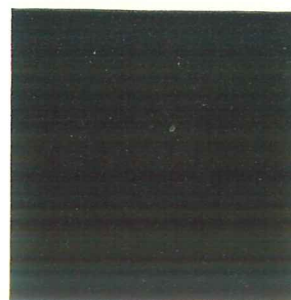
Made to take the constant wear of thousands of daily footsteps.

COLORFUL

Kentile's lighter, brighter colors provide the cheerful, modern atmosphere that means increased morale and efficiency — lowered absenteeism and labor turnover.

LOW PRICED

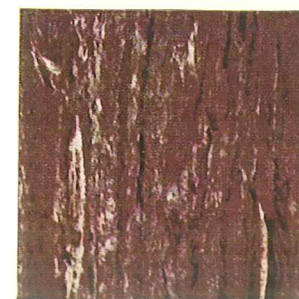
Kentile cuts maintenance cost because it cleans easily and quickly . . . colors can't wear off no matter how constant the exposure to traffic.



(G-20) Black
Also available in 18" x 24"



(G-23) Black with White
Marbleizing



(G-25) Toledo Red with White
and Dark Red Marbleizing



(G-28) Beige with White and
Dark Red Marbleizing



(G-26) Tan with White and
Brown Marbleizing

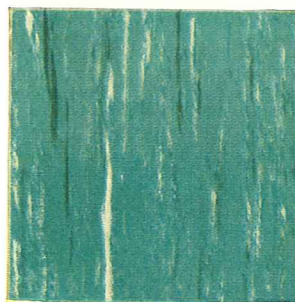


(G-27) Oak Green with
White Marbleizing



(G-24) Sumac Red with White
and Light Red Marbleizing

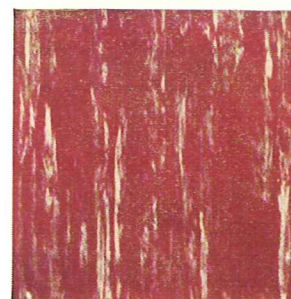
DE LUXE COLORS



(G-329) Light Green with White
and Dark Green Marbleizing



(G-331) Cream with Yellow
and Red Marbleizing



(G-332) Bright Red with
White Marbleizing

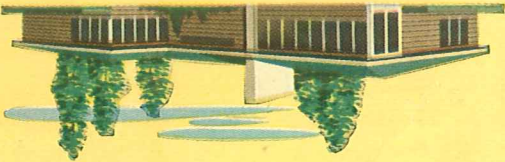


(G-330) Gray with Black and
White Marbleizing

KENTILE FLOORS

For the Home

... House or Apartment



KITCHENS • HALLS • BEDROOMS
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BASEMENT PLAYROOMS • LAUNDRIES

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... and Institutional Use



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